





# MATH

This one film is maybe the most singular. I like the idea that the camera starts out with a top shot straight away. And we have the camera moving and reframing things more naturally, though always keeping one axis. This helps us achieve a natural feeling and this “bit of something bigger” sensation, where the camera and our character must be on action from the beginning and all the time. And then we have this wide frame over shoulder that gives a nice look and feel.

Instead of the VO, I'd like to see our guy very busy, with book in one hand and lots of ingredients scattered around. We get the feeling he's creating something amazing. One important point. This isn't a messy kitchen, but simply that he's got lots of stuff, and we have just our guy to handle it all. And as he walks a bit in the big kitchen he has a book in hand as he says to himself “Hmmm...what's milliliters to cups?”.

In this moment of his walk he passes right in front of the sink and without giving it a thought he places the cup there and keeps moving as he says out loud “Alexa, Ask Delta to fill sixty millimetres.” Camera does one more step with him towards the middle of the sentence but let's him go past as towards the end and stays and pushes on the sink and Faucet as it pours water.

We cut to a tight close up to see a last drop fall in the cup where the water hit exactly the 1/4 cup mark while the **VOICEIQ LOGO** fades up. (We can always give it a try in the edit room, but I don't think there's a way of getting away without this last close up in this one scenario).

